



**Kevin Bushby**

**Executive Vice President, Worldwide Field Operations  
Cadence Design Systems, Inc.**

Kevin Bushby serves as a Cadence Executive Vice President, reporting to Michael J. Fister, President and CEO. He is responsible for worldwide sales, technical field operations, and practice development. He is an industry-leading figure with a career spanning over 20 years spent with four world-class IT manufacturers.

He joined Cadence in 1996 bringing with him skills acquired through front-line leadership with companies at the leading edge of the software and electronics industries. This vast experience and a demonstrated track record of success gained

in the Pan European marketplace gives Bushby a unique understanding of market conditions and a vision of how the Cadence approach to meeting customers' product development needs will work in Europe. Since joining Cadence, Bushby has reshaped the organization to meet the changing demands of the marketplace and implemented the ongoing corporate strategy of substantial growth in design services, along with the continued expansion of its core business.

Prior to Cadence, Bushby was one of the two founding members of Convergent Technologies Europe, responsible for the formation and execution of the OEM/Distributor and VAR programs. During his six years at Convergent, he held a number of senior positions and prior to their acquisition by Unisys in 1988, Bushby had become General Manager of Northern Europe. Staying with the newly combined companies, he was appointed Vice President of Sales and Marketing for the Client Server Systems. In this role, he developed the corporate positioning and strategy for delivering value-added, service-led propositions for this important part of the Unisys business. Before Convergent, Bushby held a variety of positions in sales and marketing at Hewlett-Packard.

His unique understanding of the market, combined with his strategic and business development skills, will ensure that Cadence increases its worldwide reputation for delivering cutting-edge design software and services to the electronics industry.